

MANY CANADIANS LOOK FOR HELP WHEN IT COMES TO CAREER PLANNING

*One In Ten (8%) Have Required Career Planning Assistance In
The Past Year*

*If They Were To Start All Over Again, Two-Thirds (65%) Would
Get More Career Planning Or Job Information*



Ipsos Reid

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More Career Planning Or Job Information*

Toronto, ON – According to a new Ipsos Reid survey conducted on behalf of the Canadian Education and Research Institute for Counselling (CERIC), one in ten (8%) Canadians have required assistance in making career plans or in selecting, changing, or getting a job, over the past year. And among those who received career planning assistance in the past year, while a good majority of seven in ten (71%) say that it was useful, a substantial minority (27%) feel it was not.

So where are Canadians most likely to seek out career planning help or advice? Majorities of Canadians point to “relatives/friends/neighbours” (68%), “co-worker/associate” (67%), or “newspapers” (67%). But fully half of Canadians also point to a number of other potential career planning assistance resources, including a “career specialist or counsellor in an educational setting” (47%).

If they were to start again to plan their career or work-life, two-thirds (65%) would try to get more career planning or job information than they did initially.

These are the findings of an Ipsos Reid poll conducted for CERIC fielded from January 10th to January 12th, 2005. For the survey, a representative sample of 1000 adult Canadians were interviewed by telephone. The sample used in this study has been weighted according to Census data to accurately reflect the general adult population of Canada. With a sample of this size, the aggregate results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been



had the entire adult population of Canada been polled. The margin of error will be larger within each sub-grouping of the survey population.

One In Ten (8%) Canadians Have Sought Assistance In Making Career Plans Over Past Year...

Over the past year, one in ten (8%) Canadians have required assistance in making career plans or in selecting, changing, or getting a job -while 91% have not.

- Responses, overall, are consistent across all regions of the country.
- Younger adults age 18-34 (14%) are more likely to have sought this type of assistance in the past year than are those aged 35-54 (10%) or those over the age of 55 (1%).

Seven In Ten (71%) Of Those Who Received Career Planning Help Found It Useful...

Of those who received career planning assistance in the past year, a good majority of seven in ten (71%) say that it was useful, while a substantial minority (27%) feel it was not useful.

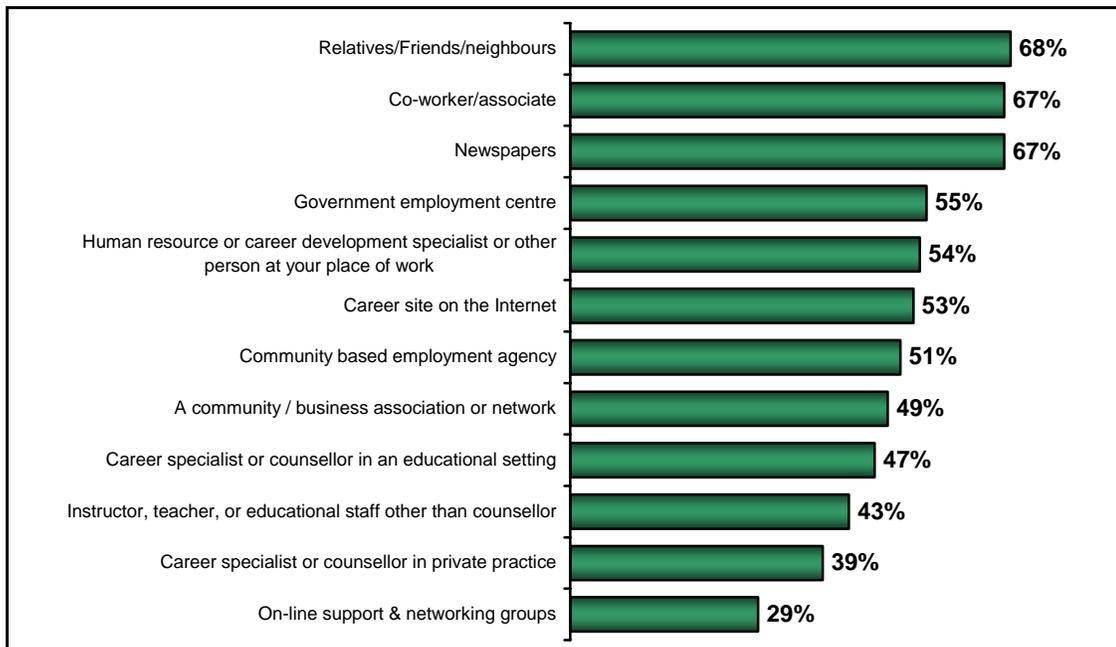
- There are no notable demographic or regional variances with respect to this question.

Where Are Canadians Most Likely To Seek Out Career Planning Assistance?

When asked where they have, or would, seek out assistance in their career planning, or selecting, changing or getting a job, a majority of Canadians point to "relatives/friends/neighbours" (68%), "co-worker/associate" (67%), or "newspapers" (67%).

But fully half of Canadians point to a number of other potential career planning assistance resources, including a "career specialist or counsellor in an educational setting" (47%).

Figure 1. Where Canadians Are Likely To Seek Career Planning Assistance
(% Of Respondents)



Where have you, or where would you seek out assistance in your career planning, or selecting, changing or getting a job?

- Overall, younger adults age 18-34 are more likely than their older counterparts (those over the age of 35) to say they have, or would, use each of the potential resources mentioned.
- Those with annual household incomes of less than \$30,000 are significantly more likely than those with higher annual household incomes to say they would use:
 - Government employment centre (67% vs. 54%);
 - Community based employment agency (62% vs. 51%); and
 - Career specialist or counsellor in an educational setting (57% vs. 45%).

If They Were To Start All Over Again, Two-Thirds (65%) Would Get More Career Planning Or Job Information

If they were to start again to plan their career or work-life, two-thirds (65%) would try to get more career planning or job information than they did initially – 33% say they would not.



Ipsos Reid

- Those with lower levels of household annual income are more likely to say they would have try to get more career planning or job information than they did initially (76% among those with less than \$30,000 vs. 64% among those with more than \$30,000).

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